



BOROUGH OF RED BANK

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Department of Public Utility

THE BOROUGH OF RED BANK JOINS NATIONWIDE CALL2RECYCLE PROGRAM TO RECYCLE USED RECHARGEABLE BATTERIES

Participation in North America's most comprehensive battery recycling program augments environmental sustainability efforts

The Borough of Red Bank – In efforts to be an environmentally responsible organization, Red Bank has joined Call2Recycle[®], the only free rechargeable battery and cell phone collection program in North America. By conveniently recycling used rechargeable batteries and old cell phones through Call2Recycle, Red Bank is demonstrating its commitment to the environment by adopting green business practices.

“Participating in a battery recycling program is one important way that businesses can advance their green business practices and make their organization more sustainable,” said Carl Smith, president and CEO of RBRC, which operates Call2Recycle. “Red Bank is joining thousands of businesses across the country that have incorporated battery recycling into environmental initiatives and are contributing to a cleaner environment and healthier, safer communities.”

Rechargeable batteries are a long-lasting, eco-friendly power source for many electronic devices, including laptop computers, cell phones, portable scanners and printers, power tools and PDAs.

Red Bank can now recycle the rechargeable batteries used in their field and office every day, preventing the used products from entering the solid waste stream.

Since 1994, more than 50 million pounds of rechargeable batteries have been collected through Call2Recycle. Various federal, state and provincial regulations govern the proper disposal of rechargeable batteries and cell phones, naming Call2Recycle in official legislation as the collection method for eco-safe rechargeable battery and cell phone reclamation and recycling. Call2Recycle is the first battery program committed to attain Basel Action Network (BAN) e-Steward qualification and upholds strict third-party standards for environmental safety and social responsibility.

For more information, visit [Call2Recycle](#) on [Facebook](#) or [Wikipedia](#).

About Call2Recycle

Call2Recycle[®] is the only free rechargeable battery and cell phone collection program in North America. Since 1994, Call2Recycle has diverted more than 50 million pounds of rechargeable batteries from local landfills and established a network of 30,000 recycling drop-off locations. Advancing green business practices and environmental sustainability, Call2Recycle is the most active voice promoting eco-safe reclamation and recycling of rechargeable batteries and cell phones. Call2Recycle is operated by the non-profit Rechargeable Battery Recycling Corporation (RBRC). Learn more at call2recycle.org or 877.2.RECYCLE.

Call2Recycle® FAQs

Q: What is Call2Recycle®?

A: Call2Recycle is the only free rechargeable battery and cell phone collection program in North America. Since 1994, Call2Recycle has diverted over 50 million pounds of rechargeable batteries from local landfills and established a network of 30,000 recycling drop-off locations. Advancing green business practices and environmental sustainability, Call2Recycle is the most active voice promoting eco-safe reclamation and recycling of rechargeable batteries and cell phones.

Q: What is RBRC?

A: RBRC (Rechargeable Battery Recycling Corporation) is a non-profit organization that operates Call2Recycle.
Why is recycling rechargeable batteries and cell phones important?

Like newspapers, glass and plastic, rechargeable batteries can be recycled. Consumers use an average of six wireless products – which are powered by rechargeable batteries – in their day-to-day lives, and over 43% replace their cell phone every two years. The Call2Recycle program keeps millions of pounds of batteries from entering the solid waste stream each year, which preserves natural resources and helps fulfill the mission for a more sustainable earth.

Q: If the batteries are rechargeable, then why do we need to recycle them?

A: Rechargeable batteries generally last up to 1,500 charges (between two and five years), but eventually they will no longer hold a full charge and must be replaced. That is when they can and should be recycled. A thermal recovery process reclaims the metals (nickel, iron, cadmium, lead, and cobalt) from the batteries and prepares them for use in new products such as new batteries and stainless steel. Cell phones are refurbished and resold when possible. A portion of the proceeds received from the resale of phones benefits select charities.

Q: How does the program work?

A: Consumers can collect rechargeable batteries and cell phones that are no longer being used, then log onto call2recycle.org or call 1-877-2-RECYCLE to find a participating retailer that accepts them free of charge. The store will ship them to a recycling and refurbishing facility. Businesses and municipalities can sign up to become a collection location by visiting call2recycle.org.

Q: How is the program funded?

A: There is no cost to participate in the Call2Recycle program. The program is funded by more than 350 battery and product manufacturers – representing more than 90% of the industry. These companies pay a licensee fee to place the RBRC Battery Recycling Seal on their batteries and product packaging. For a complete list of Call2Recycle licensees.

Q: How do I know which rechargeable batteries can be recycled?

A: The following battery chemistries can be recycled - Nickel Cadmium (Ni-Cd), Nickel Metal Hydride (Ni-MH), Lithium Ion (Li-ion), Nickel Zinc (Ni-Zn), and Small Sealed Lead (Pb) up to 11 lbs per battery.

Q: What types of products are powered by rechargeable batteries?

A: There are many common household cordless electronics powered by rechargeable batteries, including but not limited to: cell phones, cordless phones, laptop computers, digital cameras, camcorders, mp3 players, PDAs, cordless power tools, two-way radios, remote control toys, hand-held mini-vacuums, cordless mixers and blenders, electric toothbrushes and razors.

Q: What types of cell phones can be recycled?

A: Any cell phone and cell phone rechargeable batteries are accepted in the Call2Recycle program.



Recharging the planet. Recycling your batteries.™

Call2Recycle® Media Backgrounder

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Program Funding

Call2Recycle is funded by product manufacturers across the globe committed to environmentally sound recycling of rechargeable batteries and cell phones. These manufacturers, representing 90% of the rechargeable power industry, place the RBRC recycling seal on their rechargeable products and batteries, letting users know that the batteries need to be recycled rather than thrown in the trash.

Key Executives

Carl Smith, CEO

Greg Broe, VP, Finance & Administration

Linda Gabor, VP, Marketing & Account Management

Program Milestones

- 1994 Call2Recycle is founded and begins collections of nickel cadmium batteries
- 1997 Call2Recycle expands collections to Canada
- 2001 Program expands to accept all small rechargeable battery chemistries including nickel metal hydride, lithium ion and small-sealed lead
- 2004 Call2Recycle begins accepting used cell phones for recycling
- 2008 Carl Smith named CEO

Call2Recycle expands program for the first time in seven years to accept nickel-zinc batteries

- 2009 Call2Recycle reaches 50 million pound collection mark Call2Recycle recognized as Basel Action Network (BAN) e-Steward

Federal and State Recycling Laws

Federal, state and provincial regulations govern the proper disposal of rechargeable batteries and cell phones. Call2Recycle is named in official legislation as the collection method for eco-safe rechargeable battery and cell phone recycling, and its Battery Recycling Seal has been certified by the U.S. Environmental Protection Agency (EPA).

Federal legislation, the Mercury-Containing and Rechargeable Battery Management Act, requires manufacturers to establish a free and convenient recycling program for nickel cadmium rechargeable batteries. Industry-implemented, state-approved rechargeable battery recycling programs are also required in California, Connecticut, Florida, Iowa, Maine, Maryland, Minnesota, Oregon, New Jersey and Vermont. Similarly, New York City has created legislation requiring retailers to assume this responsibility.

Learn more at call2recycle.org, email mediarelations@call2recycle.org or visit Call2Recycle on Facebook or Wikipedia.